

By restricting SDARS from providing locally oriented programming, the consumer loses another option in listening to broadcasts aimed at specific areas. It would appear that the only benefit in restricting such locally oriented services would be that of forcing the consumer to choose one type of media outlet when technology permits multiple choices. Those who already subscribe to the SDARS services have already chosen to migrate away from the broadcast services that the NAB represents, so by allowing the SDARS services to provide local oriented information will only benefit the consumer with minimal impact on local broadcasters.